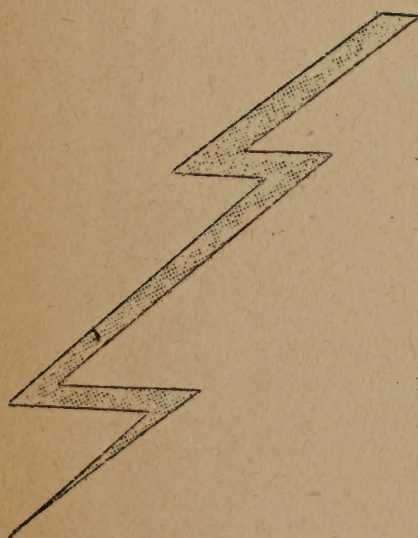


CO-OP RADIO



PROGRAM OUTLINES



Radio is one effective way for rural electric cooperatives to reach their members and their communities with vital information about their operations -- accomplishments, problems and goals. This handbook contains suggestions on how a rural electric co-op may make better use of radio. Several program outlines are included to aid in the development of local radio scripts.



UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration

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USING RADIO

TO REACH YOUR CO-OP MEMBERS

Twisting a radio dial is probably the easiest and most popular method for most farm people to find out what is going on in the world. And "putting it on the air" is a quick and easy way of reaching co-op members with your story.

Your members who have service or who are going to get it are hungry for information about how to use their electricity. It shouldn't be hard to convince your local station's program director of that, nor to show him that your members add up to a good slice of his listening audience.

The best way to nail down these facts, however, is to get his cooperation in putting more co-op news on the air. You can do this by feeding more news to him for his regular general interest programs beamed to the entire farm audience; by arranging for members or others to appear on these programs.

Or you can work with him to stage a regular co-op-sponsored program once a month, once a week, or at other regular intervals, slanted directly to your members and their needs.

A co-op program, of course, opens all sorts of possibilities for fanning out localized, authentic information about how your members are using or can use brooders, freezers, pumps, motors, ranges, and the myriad other uses for farmstead power.

It is even more useful as a friendly and informal device for driving home and repeating hard-hitting facts about your co-op, its service and its program.

A co-op-sponsored program, of course, is also a made-to-order device to stimulate interest well in advance of an annual meeting--to convince the members that this is their meeting and they'd better not miss it.

It is a handy method -- in many cases, the only method -- of warning members in a certain area, for instance, that service may be interrupted because of repairs. It is a good way to tell members just what stage your co-op construction program is in, and why it may be delayed.

Of course, a program director may find time to sandwich quite a bit of the above material into his regular programs. But a co-op-sponsored program can be devoted exclusively to your needs.

Staging a regular radio show sounds like a chore, but it need not be too difficult to undertake. You can usually get full cooperation from your local station in developing programs slanted to the interests of your members, and presented in breezy, appealing style so that members will want to tune in.

For your guidance in getting such cooperation underway, this handbook contains several sample script outlines for radio programs keyed to a co-op audience. These scripts obviously need to be adapted to your local needs. Study them; discuss them with your local program director or farm director. You will also find below more detailed suggestions as to how they may be used.

A Few Things To Know About Co-op Broadcasts

Staging a co-op radio program takes careful planning and presentation. The first step is to acquaint the announcer who will conduct your show with the aims and purposes of your co-op and its program. He must be able to talk easily and interestingly about electrical uses and about cooperation. To do that he will have to know more about both subjects than most of the people in his audience. And you are the one who will have to tell him.

It will be the announcer's job to weave your facts into your script with his own comments and probably music, to make a pleasing broadcast that is easy to listen to. But it will be your job to make those facts interesting, accurate, easy to understand and tied right into your audience's special interests. Also, since timing is important to any radio show, it will be your responsibility to see that a co-op guest going on the air arrives at the station in plenty of time for him to become thoroughly familiar with his part in the program.

Member participation on your broadcasts can help more than any other one factor to make them interesting and worthwhile. A co-op gains prestige with its members just by staging its own broadcasts. This is doubly true when the members can hear their own neighbors tell personal experiences. So make sure that all your members know well in advance when a director or member is going on the air. It might be worth a notice, or a paid ad in the local newspaper serving your broadcast area. It certainly would be worth phone calls to key members, post card notices, and a newsletter announcement.

Don't overlook other local talent for your shows, either. County agents, home demonstration agents, agricultural teachers, 4-H leaders, county health officers -- these and many others can add further weight and prestige to your message. Of course they, as well as the members you present on your program, are busy people. So you may want to discuss with your program director the possibility of using a recording device to stage interviews in the office,

on the farm, in school or at some other spot that is handy for your "guest star." By the use of a recorder you can also bring the voice of a national authority on any given subject right to your local microphone. Transcriptions of local interviews cut at the station can also often save time all around.

These are only a very few of the possibilities and hints about presenting your own broadcasts. You'll find others in the handbook for co-op educational advisers now being prepared by REA. Also, you might write to REA for a copy of the radio handbook for Extension workers. It contains many more detailed tips that will be helpful.

How To Use These Outlines

Each of the program outlines that follow contains some material that can be used about as it is written, with variations to suit your needs and the technique of your program announcer. However, the inserted suggestions (in large type) are merely ideas for interviews and other material that you will have to develop yourself, with your announcer's help and advice.

Selection of a musical theme and music breaks may depend pretty largely on the station's policy, and the announcer's own ideas. Whom you bring to the mike and what they say, on the other hand, will be entirely up to you.

Here are some things you should notice about these scripts as you prepare material to be written into them:

1. They're conversational. If you write the way people talk you'll be on safe ground. Read out loud what you've written to see how it sounds..

2. Words and sentences are short. People don't easily grasp long involved ideas that they hear over the air. Technical data is hard to grasp, too. So say everything quickly and simply. When you use figures, round them off and compare them to something everyone can understand. (See the water carrying example in Outline No. 2.)

3. They stick to one subject. Don't try to tell your entire story in one broadcast. If your members like what they hear, they'll be back for your next show and you can fill in the details then. It's wise to develop a continuity of subject, by the way. (Notice the transition between Outlines No. 2 and No. 3.)

Even though these outlines are written in an informal, breezy style, they won't sound the way they're written unless they're staged properly.

It's not difficult -- but it is very important -- to "warm up" your person to be interviewed before he or she goes on the air. Let him get the feel of what he is going to say. You may want to ask the announcer to go through it with him, so that each knows what the other is thinking about, as well as what he is going to say next. That helps to eliminate pauses and gaps that slow up your broadcast and make it sound as if it were being read. This is especially important with a written script. A rehearsal will also help to put your "guest star" at ease -- and that helps!

Be sure that the final script you use on the air is typed on paper that doesn't rustle -- such as mimeograph paper. Tell your guest to let each sheet slip to the floor as he finishes with it.

After these general suggestions, you're ready to try your hand at filling in the gaps in these scripts. Read through the first script as it now stands. Read it aloud if you want to. Try putting yourself or someone else in the place of the announcer, and see how it sounds.

Then think how, in the first script, you want to see your co-op introduced to your members and the rest of the radio audience. Remember, this is the first time the co-op is appearing on the air, and it's important to make a good first impression. Try to put yourself in the place of the individual member listening to his first broadcast from his own co-op.

Let's say that your co-op president is going to be interviewed, as has been indicated in the first script. Perhaps many of your members have never seen him. Maybe they'd like to be told something about him in the way of introduction. Since he'll probably be coming back to the mike again in this broadcast series, what he says now and how he says it are very important to the success of your program.

So it might be a good idea to go over this maiden speech with your president well in advance of the broadcast. Listen to how he talks. Get his own thinking about the co-op and what it means to the members, and what it is doing now. Then try to write a talk that sounds just the way he would say it to a neighborhood meeting of members in the schoolhouse.

Follow this plan in all the interview material you put into these scripts. Find out what your subjects are thinking and listen to the way they talk in casual conversation. Your scripts will ring the bell if you do -- for they will be true to life.

NOTE: While the following sample scripts are single-spaced, actual radio scripts should be double-spaced or even triple-spaced, for greater ease in reading.

RADIO PROGRAM OUTLINE

NO. 1

MUSIC: (THEME SONG - POSSIBLY MODERN VERSION OF AN OLD-TIME SONG, SUCH AS BOSTON POPS RECORDING OF "JOHNNY COMES MARCHING HOME," BY MORTON GOULD -- POSSIBLY FOLK SONG - 30-45 SECONDS)

ANNCR: Good morning. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN). This is the first in a series of programs designed to help you know your electric co-op better. We want to entertain you, and to help you, too. We'll try to anticipate some of your problems, and to answer questions you ask your co-op frequently. We'll keep you posted on meetings, bring you general information about your co-op, about your service, and about the proper use of electrical equipment. And from time to time we'll tell you how your neighbors are using their electricity to good advantage.

People sometimes ask why it's necessary to have cooperative electric companies...and what's the difference between these and the commercial power companies. Just stop for a moment and consider a couple of facts. As recently as 1935, only 11 American farms out of every 100 had central station electricity. Now, however, more than 70 farms out of every 100 have electric power. And what's responsible for that big increase? Well, to put it simply, Uncle Sam made money available to local groups of farm people to start electric systems of their own. The Government lends this money, of course, to be repaid with interest over a period of years. Our guest today will tell about some of the ways in which that money has been spent in this area of the State.

Now, let's have some music. Practically everybody enjoys a good march, so that's what I've chosen for today. And if you're in the middle of a job, maybe this interlude will give you time to get to a stopping place. I want you to be ready to listen to our guest speaker in a few minutes, you see. Here we go with that march...

MUSIC: (POPULAR MARCH - 3½-4 MINUTES)

ANNCR: That was good listening, wasn't it? And here's come more good listening for you -- a man you know, and one who knows what he's talking about. He is (MANAGER OF CO-OP OR PRESIDENT OF BOARD) and he's going to give you a brief report on the present condition of your electric co-op, also on its plans for the future. Nobody's better qualified to tell you what's going on. Go ahead, (NAME), it's your microphone...

SPEAKER: (4-5 MINUTES, REPORTING PROGRESS OF CONSTRUCTION, NEW LINES BEING BUILT, PEOPLE SOON TO BE SERVED, MENTIONING NAMES, DATES, AND LOCALITIES WHEN POSSIBLE. IT MIGHT BE A GOOD IDEA TO HAVE AN OCCASIONAL QUESTION FROM THE ANNOUNCER, TO KEEP THINGS MOVING, AND TO EMPHASIZE IMPORTANT POINTS. NO SCRIPT NECESSARY -- JUST SOME PERTINENT QUESTIONS.)

ANNCR: Thank you (NAME). I know everybody's glad to have this information, especially your co-op members. And you know, it's a good thing for the other people living hereabouts to know and understand just what the members of the (NAME) co-op are doing. After all, this is a local business, owned and managed by the farm people in this country.

And there's one very important point of difference between this co-op and the ordinary business corporation. In the co-op every member has one vote and one vote only. Men and women, not money, control a co-op enterprise. It's a perfect expression of our democratic form of Government... where each citizen, rich or poor, has only one vote.

Well, we've given you a few facts about (NAME) Cooperative today, and from time to time we'll talk a bit more about co-op principles. Right now, though, I want to tell you about a regular service this program is going to give you -- up-to-the-minute market news. I checked just before we went on the air, and I find that (GIVE MARKET REPORTS ON LIVESTOCK, CROPS, WHATEVER IS SUITABLE -- 2-3 MINUTES.)

And to wind things up, here's the latest news about weather for this area of the country. (GIVE LOCAL REPORT & FORECAST).

MUSIC: (FADE THEME MUSIC IN GRADUALLY & KEEP UNDER CLOSING)

ANNCR: There's our theme music, friends...(MUSIC UP FOR A FEW SECONDS). I'm sure today's talk was helpful to many of you. We'll have more interesting guests on future programs -- more good music too. I'll be back again (DATE) with (MENTION SUBJECT TO BE FEATURED AND/OR SPEAKER, IF POSSIBLE). Plan to be listening if you can. This is (NAME) speaking for (NAME) Cooperative.

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

NO. 2

MUSIC: (THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN). How are you today? Hope everybody's feeling fine and that you're ready to give us a few minutes of your time. If you're doing something that lets you listen to the radio, too, we don't mind if you keep right on working, of course. In a minute we'll even bring you some music...maybe that'll make you work faster!

You know, after Mr. (NAME)'s talk last week I had a couple of calls from the people out around (TOWN) asking why their power was off so long last Saturday. I referred them to the co-op office for an explanation, but it seems to me it would be a good idea for the rest of you people to know about this too. Maybe you'll be faced with the same situation sometime, and you'll be thankful to know what to do...tell you more about that in a couple of minutes. First, let's have that music. I picked out an old-time song I think everybody likes -- a mighty pretty arrangement too, kind of modern and unusual. See what you think of it...

MUSIC: (MAYBE SILVER THREADS AMONG THE GOLD, OR SIMILAR SONG, IN MODERN OR SEMI-SYMPHONIC ARRANGEMENT -- NOT SWING -- 3-4 MINUTES)

ANNCR: I like that because it puts a little life into the old song, and still doesn't spoil the melody... hope you agree. Now about that trouble the other day. I talked with the system engineer of (NAME) co-op about this, and here's what happened. (THIS COULD BE PRESENTED AS A BRIEF INTERVIEW WITH THE ENGINEER, OR AS STRAIGHT TALK BY ANNOUNCER. NOT MORE THAN 3 OR 4 MINUTES.)

That's good advice for all of you -- gives you an idea of what your co-op is up against every once in a while. When you consider the miles of line and the number of people being served, though, there isn't much to complain about, seems to me. Why, I can remember back five or six years ago, before the co-op was organized, when the folks around here never saw any electric lights except when they came into town. (MORE)

ANNCR: They pumped all the water by hand -- and if
(CONT.) you ever stop and figure out how many pails
of water you've carried to the house and the
barn, I'll bet you'll find you could have
filled up a hole as big as (NAME) Lake, (OR
SOMETHING SIMILAR). Gosh...I hate to think
about it!

And remember this...the rate you pay for
electricity is based on just exactly what
it costs to serve you. You aren't building
up profits for anybody. You're actually buy-
ing those poles and lines, you know, because
you're helping to pay back the Government loan
that built them. And when the loan is fully
repaid, this cooperative electric system will
belong to you and your neighbors...a nice little
business you've built and developed yourselves.

Now, let's consider another angle of local
business...today's market report. Here's the
latest news on (LIVESTOCK, CROP REPORTS, ETC.
-- 2-3 MINUTES).

Now for the weather (GIVE WEATHER REPORT AND
FORECAST).

MUSIC: (FADE THEME MUSIC IN AND KEEP UNDER CLOSING
... ANNOUNCEMENT.)

ANNCR: There's that theme song again -- tells me it's
time to stop talking. I've asked your electrifi-
cation adviser, (NAME), to come around next week and
talk about a subject I know is important to a lot
of you these days...home freezers. Plan to be
listening if you can. This is (NAME) speaking
for (NAME) Cooperative of (TOWN).

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

NO. 3

MUSIC: (THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN). Hope you're all feeling as good as I do today -- weather like this makes me want to get out and get going! (OR MAYBE SOMETHING TO THE EFFECT THAT EVEN IN BAD WEATHER, THERE'S A LOT THAT CAN BE ACCOMPLISHED AROUND THE HOUSE...SUIT COMMENT TO WEATHER CONDITIONS).

There's a mighty attractive young woman sitting on the other side of this microphone today, so you folks will just have to excuse me if I seem absent-minded once in a while! It's (NAME), electrification adviser of (NAME) co-op, and she has a lot of helpful information for you. Better get ready to listen closely, just as soon as we play the record we've picked out for today...it's a good march. There's nothing like a Sousa march, I always say, and I'm sure you'll like this one...

MUSIC: (MARCH MUSIC -- STARS & STRIPES FOREVER, ETC. 3-4 MINUTES)

ANNCR: We both practically marched out of the studio on that one! Lucky for you we didn't though -- not that you couldn't get along without me OK, but it would be too bad for you to miss what (NAME) is going to say. I don't know how many of you folks have met her in person; she hasn't been here very long. When did you come to (CO-OP), Miss (NAME)?

ADVISER: (ANSWER, AND FOLLOW WITH SHORT DIALOGUE WITH ANNCR. ABOUT HER HOME, WHERE SHE'S LIVED RECENTLY, THE PURPOSE AND NATURE OF HER WORK, ETC.)

ANNCR: That gives you a brief introduction to (NAME), folks. I thought you'd like to know a little about her; I know you'll enjoy meeting her in person when she gets around to call on you. Now, let's talk about home freezers, (NAME). She knows a lot of the answers to the questions people ask...let's hear some of them.

ADVISER: (TALK, OR QUESTION & ANSWER SESSION WITH ANNCR. -- MAYBE BASED ON ACTUAL QUESTIONS THE CO-OP HAS HAD FREEZERS -- ABOUT 4 MINUTES.)

ANNCR: That certainly is good advice, and I know you're ready and willing to answer any other questions from the members of (NAME) co-op. Folks, just write Miss (NAME) a note, or send her a postal card. Or maybe you'd rather save your questions until she comes around.

Which reminds me -- (NAME), your co-op manager, asked me to remind you of the lighting demonstration at (PLACE) on (DATE). (NAME) will give the demonstration, and that's another place where you can get a lot of questions answered. Be sure to make your plans to attend this meeting.

Now for the market report, and the weather news.
(MARKET REPORT, FOLLOWED BY WEATHER FORECAST.)

ANNCR: We just didn't have enough time today, did we? There's another day coming, though, and next week we'll be back with more co-op news and information.

(FADE THEME MUSIC IN AND KEEP UNDER CLOSING) This is (NAME) speaking for (NAME) co-op, asking you to plan to be with us again at the same time (DATE).

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

No. 4

MUSIC: (THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning, friends. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN). I hope it's a good day where you are -- hope you're feeling fine too. I'm beginning to feel I've got some friends around this area, because some of you people call me up once in while and tell me about things you'd like to hear about on this program. Keep on calling, folks, I'm glad to hear from you. We'll try to cover everything as time goes on. After that talk on home freezers the other day, I heard an interesting story about a lady in this county and one way she uses her freezer. I'm going to tell you about it in a minute or two.

Let's consider the musical situation for the day -- how'd you like to hear an old-time hymn tune this morning? Of course, I shouldn't be asking you that question -- I've got it all picked out and I'm going to play it for you anyway! I think you'll like it, too -- the quartet does a swell job of singing. Here it is ...

MUSIC: (POSSIBLY ROCK OF AGES, WORK FOR THE NIGHT IS COMING OR SOME OTHER FAMOUS HYMN, IN A GOOD ARRANGEMENT -- 3-4 MINUTES)

ANNCR: Hope you liked that as much as I did. Now here's that story about the home freezer. Mrs. (NAME) who lives over near (TOWN) called me up after she heard Miss (NAME), the co-op electrification adviser, talk and said she thought some other women might be interested in this idea. On some day during every month when she isn't quite so busy as usual, she plans three or four special dinners, and chooses the items out of her freezer that make up this dinner -- the meat, vegetables, maybe fruit or other dessert -- probably some rolls or biscuits, too. Then she puts those packages of frozen foods all together -- sometimes ties them together with string -- so she can get them out in a hurry. She says if you're careful about this, you can pack them in so they don't take up a lot of room, and the advantage is that you have this planned meal all ready for the times when you're in a big hurry. It means you don't have to go hunting through the freezer, getting into different compartments and all that. You wouldn't want to do that for every day, of course -- those special packages would

(MORE)

ANNCR: take up too much room. If you have three or four ahead all
(CONT) the time, though, it sure will help on a day when you're
going into town, or to a meeting somewhere in the afternoon.
Take the package of food out of the freezer before you
leave home, so it can be thawing, and then when you get
home, things will be ready to cook in a hurry. Of course,
you'll use your judgment about the fruits and desserts ...
some of those things should stay in the freezer until the
last minute. You get Mrs. (NAME)'s idea though, I'm sure.

She told me several interesting things about her food
freezer -- in fact, I've asked her to come in some day
soon and talk about some of her other good ideas. I'll
let you know ahead of time, so that you ladies can be sure
you don't miss her.

What do you say to some more music today? Seems to me
it's nice to have an extra musical feature from time to
time ... hope you agree with me.

We had singing before, so let's hear an orchestra for a
change. We have a fine medley of the songs from that
famous musical show "OKLAHOMA" and I'm sure you'll like
it. Here we go ...

MUSIC: (OKLAHOMA MEDLEY ... COULD BE ANY OTHER POPULAR MUSICAL
OR OPERETTA, SUCH AS "THE RED MILL," ETC. 3-4 MINUTES)

ANNCR: Our American composers have turned out a lot of fine
music for us to enjoy. Those songs are bright and gay --
still they're sweet and melodious, too. Seems to me it's
typically American music.

It reminds me of the typically American spirit that your
cooperative expresses ... the spirit of working together
to get things done for everybody's benefit. Take the way
the people along the co-op system keep an eye on those lines
to catch any trouble that might come up -- branches falling
from trees on the line, or something of that sort. Sometimes
they sacrifice trees that are in the way, too -- or they give
right of way over their land, so that somebody who lives
farther from the road can get electric service. And (NAME),
the line foreman at the co-op told me the other day how nice
people are to them when they're out on the lines. The
women-folks fix coffee and sandwiches -- sometimes invite
the crews in to dinner. Such help and cooperation shows
that the word "cooperative" really means something.

Well, it's about time now for the market report and the
weather news. (MARKET AND WEATHER -- 2-3 MINUTES)

That just about finishes us up for another day, folks.
(MUSIC IN UNDER CLOSING) I'll be back next week with a
special guest I know you'll enjoy hearing from...

(ANNOUNCE NAME AND SUBJECT IF POSSIBLE) Hope you'll be
listening. This is (NAME) speaking from (NAME) Co-op.

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

NO. 5

MUSIC: THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning, friends. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN). I hope you're all set to listen closely this morning, maybe even make a few notes. There's a visitor today who'll give you some valuable information about a subject that will interest a good many of you -- chicken brooders. (SUBJECT COULD BE PIG-BROODERS OR ANY OTHER ITEM OF SPECIAL INTEREST IN THE LOCALITY, SOMETHING THAT CAN BE CONSTRUCTED AT HOME.) Our guest isn't actually in the studio today -- but as they say on the radio -- we present him by transcription. In this case it's that handy little device known as the tape recorder -- I'll have to tell you about that some day. Before we go any further though, here's a bit of music to brighten up the air this fine morning. A number of you have told me that you specially like marches, and that suits me to a T...so here we go with a lively one...

MUSIC: Possibly "ON THE MALL" by Goldman... 3-4 Minutes)

ANNCR: We ought to be in a good mood after that -- ready to lend an ear to the very fine and helpful advice of today's guest. As I told you, this is a tape recording I made right out at the farm yesterday...the man I'm talking about is (NAME OF LOCAL FARMER WHO HAS BUILT A GOOD PRACTICAL BROODER AND IS WILLING TO TALK ABOUT IT). It's lucky the station has this recording machine too, because Mr. (NAME) probably would have been too busy to come in for this interview. I'd hate to have all those chicks depending on me for food, water, shelter, good care and all that! Now you listen to this transcription...

TRANSCRIPTION: (5-6 MINUTE INTERVIEW BETWEEN ANNCR. AND FARMER, TRANSCRIBED ON THE FARM. GIVE DETAILS OF CONSTRUCTION OF BROODER, WHAT IT DOES, WHAT WORK IT SAVES, HOW IT BENEFITS CHICKS, HOW MUCH ELECTRICITY IT USES. ALSO GENERAL INFORMATION ABOUT FLOCK, SIZE, TYPE, ETC. BRING IN ANY UNUSUAL DETAILS, SUCH AS INSTALLATION OF RADIOS IN CHICKEN HOUSES TO GET CHICKS ACCUSTOMED TO NOISE AND TALKING...ETC.)

ANNCR. I hope you folks got a lot out of that interview. Sure do wish all of you who aren't familiar with Mr. (NAME)'s place could see it. It's a fine example of what a man can do when he has electricity to help in his farming. Before we had power in this area, no farmer could even dream of handling those thousands of chicks, no matter how many hired men he had! The story is much the same when it comes to raising hogs, cattle, or any other livestock. Some of you realize all this, and some of you don't. Your co-op hopes that this program will help a good many of you to make better and greater use of the power you have now. By telling you what the other members of the co-op are doing, we feel that we can give you some ideas to apply to your own farming operations. We certainly will be glad to hear from any of you with questions or comments on today's story.

Now it's time for the market and weather news. (GIVE MARKET REPORT AND WEATHER FORECAST -- 2-3 MINUTES)

And that winds up things for today.

(FADE IN MUSIC UNDER CLOSING) Try to be listening again next week at this same time for more news and information from the (NAME) Cooperative of (TOWN). This is (NAME).

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

NO. 6

MUSIC: (THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning...hope you're all well and happy today. This is (NAME) speaking for the (NAME) Electric Cooperative of (TOWN) and I've got a very special guest here with me. Don't miss him...we can't get somebody like this to stop in every day in the week, I can assure you! You'll probably guess who it is when I announce the name of our musical selection for today... THE 4-H CLUB MARCH. Yes, it's (NAME), the State winner in the National 4-H Club's Better Methods Electric Program... (NAME) of (TOWN or COUNTY). (NAME)'s father is a member of (NAME) co-op, and this young man certainly has proved the value of electric power on the farm. We're all mighty proud of (NAME), and as soon as the music is over, we'll have a visit with him. Let's listen now, to the 4-H Club March...

MUSIC: (3-4 MINUTES)

ANNCR: With that appropriate introduction, here is (NAME). (FOLLOW WITH ABOUT FIVE MINUTE INTERVIEW WITH WINNER, EXPLAINING PROJECT, HOW CARRIED OUT, SOMETHING ABOUT HIS AIMS AND AMBITIONS, TOO. IF LONGER INTERVIEW IS DESIRED, SOME QUESTIONS COULD BE ASKED ABOUT HIS TRIP TO CHICAGO TO THE CONGRESS, AND THE INTERESTING THINGS HE SAW WHILE THERE -- INTERNATIONAL LIVESTOCK EXPOSITION, ETC.)

ANNCR: I think that's one of the most interesting stories I've heard for a long time. Just shows what the young folks can do when they have the ambition... and the electric power to work with.

D'you know, as I've talked with (NAME) today, it's occurred to me that this younger generation will make fine co-op members in a few years. They'll know a lot more about efficient use of power than dad and mother did -- they'll realize that their lives can be pleasanter, more productive in every way -- and they'll have more time to devote to the community they belong to.

(MORE)

ANNCR: I heard about a Youth Board one co-op set up a while ago -- a group of young folks from the families of members. These young people have regular meetings, just like the Board of Directors. They carry out projects of their own; they learn about co-op problems, learn by actual experience how to be good members. It's a good thing for the older folks to have a youth board in the co-op -- keeps them from getting kind of set in their ways -- actually gives them a lot of inspiration. Seems to me it would be a good thing for you folks in (NAME) co-op to think about. You might like to take it up at the next district meeting.

Which reminds me -- there's a Board of Directors meeting tomorrow night at the co-op office at 8 o'clock. (NAME), the manager, asked me to mention that. I know you directors all will be on hand.

Just about time to get in the market report and the weather forecast, if I talk fast. (MARKET REPORT AND WEATHER NEWS, BRIEFLY).

That's all the time there is today, folks. (MUSIC IN BEHIND CLOSING ANNOUNCEMENT). This is (NAME) speaking for (NAME) co-op, and I'll be here at the same time next week with news and information about your co-op.

(MUSIC UP TO CLOSE)

RADIO PROGRAM OUTLINE

NO. 7

MUSIC: (THEME SONG -- ABOUT 30 SECONDS)

ANNCR: Good morning. This is (NAME) speaking for the (NAME) Electric Cooperative. Hope everybody's feeling fine today. D'you know, I've got something pretty important on my mind this morning... don't know why I haven't thought about mentioning it before. I was visiting with some people after the program yesterday (last week) and somebody started asking me questions about the co-op...why it's necessary to have electric cooperatives... what the REA has to do with them...and all that. I got to thinking about it afterward, and realized that there are probably a good many people listening to this program who've wondered about some of those things.

Now don't you go fiddling around with your dial, just because you're not a member of the (NAME) Co-op! I think you'll find this really interesting -- anyway, I'm not going to make a speech, and what I have to say won't take very long. And another thing -- there's a report on (SUBJECT) from the (STATE COLLEGE -- STATE DEPT. OF AGRICULTURE -- etc.) today that you'll want to hear. And we'll get around to the market reports and the weather forecast as usual -- you don't want to miss those.

First though, let's listen to some appropriate music ...in the movies they'd call this mood music. It's that familiar song in march time... MARCHING ALONG TOGETHER. Listen to the words (if vocal arrangement) and you'll see what I mean.

MUSIC: MARCHING ALONG TOGETHER (3 TO 4 MINUTES)

ANNCR: Seems to me that's a mighty fine musical expression of the spirit of cooperation.

Now, one of the boys here has agreed to cooperate with me on this little session. As long as I couldn't get the fellow that asked me so many questions to stay and go on the air with me, I persuaded (NAME OF ANNOUNCER) to take his place. I could have asked myself the questions, of course ...frankly, I'm doing it this way just because I think you'll find it more interesting. See what you think. Come on (NAME), let's go into our act...

(MORE)

QUESTION: First of all...maybe everybody but me knows this...but what do the initials REA mean?

ANNCR: Away back in the beginning, they stood for "Rural Electrification Administration"...it's a branch of the U. S. Department of Agriculture. The REA was set up by an Act of Congress, in 1936, for the one important purpose of helping farmers and other rural people to get electricity. Now REA has come to signify the whole program.

QUESTION: Does it give money to people to start electric systems?

ANNCR: No indeed...REA makes long-term loans to help rural folks build electric lines. When it's necessary, REA makes loans to build and operate electric generating plants, too. Nearly always, though loans are made to groups of individuals who have formed cooperatives.

QUESTION: I'm not quite clear whether those cooperatives are agencies of the government, or just how they are connected with REA.

ANNCR: Rural electric cooperatives certainly are not government-owned or controlled. Every co-op is a private business, and the local people who set it up and use its services are the ones who control and operate it. The initials "REA" have come to mean a movement, a type of enterprise in which local people work together independently, but in the same pattern. The REA-financed co-ops are non-profit enterprises, in business to provide service. They are strictly democratic -- each member has a vote, and one vote only. This means that no one person, or a small group, can control it. The Government can't, and doesn't want to. The members elect a board of directors, and then they hire a manager who is responsible to the directors and the members.

QUESTION: Seems to me, that's a lot of responsibility for people who probably never have had any experience in running a business.

ANNCR: Who says a farmer doesn't run a business? -- every farmer I've ever known had to be a business man if he was a successful farmer! I see what you mean though -- and let me explain that the co-ops do get some advice and help on operating problems, engineering and legal questions, and all that, directly from REA. Of course, as the co-ops gain experience, they need less and less help from REA.

(MORE)

QUESTION: I see. Well now let me ask the question which I might have asked first -- why did Congress think it was necessary to set up an agency like REA? Personally, I'd think the commercial electric companies could take care of getting power to people everywhere.

ANNCR: That's what the people living on farms used to think (NAME). But do you realize that up to 1935 only 11 American farms out of every 100 had central station electricity?

QUESTION: No, I didn't -- that was only fourteen years ago. It hardly seems possible!

ANNCR: And when I tell you that now more than 70 farm families out of every 100 in the United States have electricity -- I guess that answers your question all right. The greater part of that increase is due to REA loans, either directly or through stimulating the commercial power companies. Most of these still build lines only to farm areas where people live fairly close together, though. Therefore, if it weren't for REA, many farms would never have hope of getting electricity.

QUESTION: I used to hear it said that farmers wouldn't use much electricity if they had it. How about that?

ANNCR: The figures disprove that, pretty conclusively -- I won't try to give you a lot of statistics. I do remember reading just the other day that in the State of Iowa, for example, there was a big increase in a recent six-year period -- farmers more than doubled their use of electricity. Seems to me it was a jump from an average of around 80 kilowatt hours a month to about 195. And in this State, rural people are using an average of about (GIVE FIGURES AND COMPARISONS, IF AVAILABLE.) There are literally hundreds of ways to use electricity on the farm and in the home -- new ones coming along all the time, too.

By the way -- speaking of uses of electricity on the farm -- I want to tell you about that report from (STATE COLLEGE -- STATE DEPT. OF AGRICULTURE. TRY TO TIE UP WITH ELECTRIC POWER. IF NOT LOGICAL, HOWEVER, AFTER FOREGOING TRANSITION SENTENCE SO THAT IT COVERS SIMPLY A CHANGE OF SUBJECT. THIS CAN BE A 2-4 MINUTE FEATURE, DEPENDING ON LENGTH OF BROADCAST.)

QUESTION: That's interesting information (NAME) -- probably will help a lot of folks. I have a couple more questions to ask you, though, so I'm going to change the subject again. I've heard that some co-ops charge lower rates for power than the commercial companies do -- but in

(MORE)

QUESTION: others the rates are higher. Why is this?

ANNCR: Each co-op fixes its own rates. This rate covers several things -- the cost of electric power, the actual operating and maintainance costs and also the interest and loan payments to REA. It covers only the actual cost of providing service -- there is no additional charge for absentee stockholders. On the contrary, in paying this rate, co-op members are jointly acquiring an increasing equity in their own electric distribution system. Eventually they will own it completely -- the business belongs to the members, not to a group of stockholders in some other part of the country, perhaps.

QUESTION: Then it's actually beneficial to the members if they use as much power as they possibly can?

ANNCR: That's right -- and increasing their use of power usually means that the rate gets lower and lower.

QUESTION: Well, here's my last question -- it's about taxes. What is this I hear about co-ops not paying any taxes?

ANNCR: We all hear that, (NAME), and I'm glad to have the chance of saying to you that our electric co-ops pay all local, state and federal taxes that are assessed against them just the same as commercial power companies. They do not pay income taxes, naturally, since they have no net income. I hardly need to point out that co-op members pay individual income taxes, the same as everybody else. Our own co-op paid a total of (\$) in taxes last year (and paid more county taxes than any other firm or individual).

QUESTION: You've done a good job of answering those questions, (NAME). This session has been mighty interesting to me.

ANNCR: I hope our listeners feel the same way. Let me say right here that I'll try to answer any questions about co-ops, or about use of electricity, that anybody wants to send in. Maybe we can set up a regular Radio Question Box. If one person takes the trouble to send in a question, or call up on the 'phone and ask one -- we can be pretty sure that there are a number of others who may be wondering about the same thing. Think it over, folks -- let me know what's on your mind.

Just about time now for the market report...(GIVE MARKET REPORT).

And to wind things up, here's the latest news about the weather...(GIVE WEATHER REPORT).

(MORE)

MUSIC: (FADE THEME MUSIC IN GRADUALLY AND KEEP UNDER CLOSING.)

ANNCR: Plan to be listening again on (DATE). I'll have news
for you about (GIVE SUBJECT AND/OR SPEAKER, IF POSSIBLE).
This is (NAME) speaking for (NAME) Electric Cooperative.

(MUSIC UP TO CLOSE.)

NOTE: It might be well to include some other short feature if used
in a 15-minute program, to avoid limiting interest solely to
co-op members.

